

CASE STUDY:

Mercedes-Benz vs. Jaguar

In September of 2013, Mercedes-Benz wanted to promote a new feature, their Intelligent Drive Magic Body Control, which offers maximum comfort and stability while driving. Their chicken commercial went viral and the message was received.

“What do chickens and Mercedes-Benz have in common? Stability at all times.”

[Watch Mercedes-Benz’s commercial](#)



IMAGINE...

What would you have written in response to Jaguar’s attack?



Jaguar pounced on the opportunity, and their response was pretty brutal. They created a similar commercial, but in the end, a jaguar eats the chicken.

“Magic Body Control? We prefer cat-like reflexes, don’t you?”

[Watch Jaguar’s response](#)

Mercedes-Benz was quick to retaliate, and within three days was running a new message in a print campaign:

“Because cat-like reflexes aren’t fast enough. The PRE-SAFE brake.”



THINGS TO CONSIDER

- What was the tone of these advertisements?
- Did the copy achieve its goals?
- Who “won?” Why?

For more famous advertising battles, [click here](#).